

## ORDER



**Orders**  
**Order / Rev:** 722705  
**Alt Order #:** 06377872  
**Product Desc:** RNC  
**Estimate:** 3418  
**Flight Dates:** 10/18/12 - 10/24/12  
**Original Date / Rev:** 10/16/12 / 10/18/12  
**Order Type:** Political

**WKYC**  
**Primary AE:** Joe Knauer  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency**  
**Name:** National Media Research Planning/ PC  
**Buying Contact:**  
**Billing Contact:**  
 815 Slaters Lane  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Republican National Committee  
**Demographic:** A35+  
**Product Codes:** IS-Candidate/Presidential  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/24/12	51	\$131,775.00	\$112,008.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	51	\$131,775.00	\$112,008.75	0.00
<b>Totals</b>	<b>51</b>	<b>\$131,775.00</b>	<b>\$112,008.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	10/19/12	10/19/12	Tonight Show Tonight Show	CM	1135p-1237a	----F--	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
TONITE SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$2,500.00		0.00						
E 2	WKYC	10/19/12	10/19/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	----F--	:30	1	\$1,000.00	P-5	0.00	NM	1	\$1,000.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$1,000.00		0.00						
E 3	WKYC	10/19/12	10/19/12	M-F 430a-5a 430a News	CM	430a-5a	----F--	:30	1	\$375.00	P-5	0.00	NM	1	\$375.00
CH 3 NEWS 430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$375.00		0.00						
E 4	WKYC	10/19/12	10/19/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	----F--	:30	1	\$1,200.00	P-5	0.00	NM	1	\$1,200.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$1,200.00		0.00						
E 5	WKYC	10/19/12	10/19/12	M-F 5-6p Dr. Phil	CM	5p-6p	----F--	:30	1	\$2,000.00	P-5	0.00	NM	1	\$2,000.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$2,000.00		0.00						

Order / Rev: 722705  
 Alt Order #: 06377872  
 Flight Dates: 10/18/12 - 10/24/12

Advertiser: Republican National Committee  
 Product Desc: RNC  
 Estimate: 3418

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	WKYC	10/19/12	10/19/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	----F--	:30	1	\$2,300.00	P-5	0.00	NM	1	\$2,300.00
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$2,300.00		0.00			
E 7	WKYC	10/19/12	10/19/12	M-F 7-9a Today Today Show	CM	7a-9a	----F--	:30	2	\$2,500.00	P-5	0.00	NM	2	\$5,000.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					2	\$2,500.00		0.00			
E 8	WKYC	10/22/12	10/22/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	M-----	:30	1	\$3,700.00	P-5	0.00	NM	1	\$3,700.00
CH 3 NWS AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$3,700.00		0.00			
E 9	WKYC	10/22/12	10/22/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	M-----	:30	1	\$1,000.00	P-5	0.00	NM	1	\$1,000.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$1,000.00		0.00			
E 10	WKYC	10/22/12	10/22/12	M-F 430a-5a 430a News	CM	430a-5a	M-----	:30	1	\$375.00	P-5	0.00	NM	1	\$375.00
CH 3 NEWS 430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$375.00		0.00			
E 11	WKYC	10/22/12	10/22/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	M-----	:30	1	\$1,200.00	P-5	0.00	NM	1	\$1,200.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$1,200.00		0.00			
E 12	WKYC	10/22/12	10/22/12	M-F 5-6p Dr. Phil	CM	5p-6p	M-----	:30	1	\$2,000.00	P-5	0.00	NM	1	\$2,000.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$2,000.00		0.00			
E 13	WKYC	10/22/12	10/22/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M-----	:30	1	\$3,800.00	P-5	0.00	NM	0	\$0.00
CH 3 NWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$3,800.00		0.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
		1	NKYC	10/22/12-10/28/12	M-F 6-630p	6p-630p	M-----	:30		<del>(\$3,800.00)</del>		0.00	NM		
See MG 36.2 [NA/Oversold]															
E 14	WKYC	10/22/12	10/22/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M-----	:30	1	\$2,300.00	P-5	0.00	NM	1	\$2,300.00
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$2,300.00		0.00			
E 15	WKYC	10/22/12	10/22/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	2	\$2,500.00	P-5	0.00	NM	2	\$5,000.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					2	\$2,500.00		0.00			
E 16	WKYC	10/22/12	10/22/12	Prime Political Program Prime Political Program	CM	Prime Political Pro (9:00 PM-11:00 PM)	M-----	:30	1	\$10,000.00	P-5	0.00	NM	1	\$10,000.00
PRESIDENTIAL DEBATE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$10,000.00		0.00			
E 17	WKYC	10/20/12	10/20/12	Saturday Night Live Saturday Night Live	CM	1130p-107a	-----S-	:30	1	\$3,000.00	P-5	0.00	NM	1	\$3,000.00



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Advertiser: Republican National Committee  
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 Estimate: 3418

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 29	WKYC	10/18/12	10/18/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	---T---	:30	1	\$3,800.00	P-5	0.00	NM	1	\$3,800.00
CH 3 NWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	1		\$3,800.00		0.00						
E 30	WKYC	10/18/12	10/18/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	---T---	:30	1	\$2,300.00	P-5	0.00	NM	1	\$2,300.00
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	1		\$2,300.00		0.00						
E 31	WKYC	10/18/12	10/18/12	M-F 7-9a Today Today Show	CM	7a-9a	---T---	:30	2	\$2,500.00	P-5	0.00	NM	2	\$5,000.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	2		\$2,500.00		0.00						
E 32	WKYC	10/23/12	10/23/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	-T-----	:30	1	\$1,000.00	P-5	0.00	NM	1	\$1,000.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$1,000.00		0.00						
E 33	WKYC	10/23/12	10/23/12	M-F 430a-5a 430a News	CM	430a-5a	-T-----	:30	1	\$375.00	P-5	0.00	NM	1	\$375.00
CH 3 NEWS 430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$375.00		0.00						
E 34	WKYC	10/23/12	10/23/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	-T-----	:30	1	\$1,200.00	P-5	0.00	NM	1	\$1,200.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$1,200.00		0.00						
E 35	WKYC	10/23/12	10/23/12	M-F 5-6p Dr. Phil	CM	5p-6p	-T-----	:30	1	\$2,000.00	P-5	0.00	NM	1	\$2,000.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$2,000.00		0.00						
E 36	WKYC	10/23/12	10/23/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	-T-----	:30	1	\$3,800.00	P-5	0.00	NM	1	\$7,600.00
CH 3 NWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$3,800.00		0.00						
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1		NKYC	10/22/12-10/28/12	M-F 6-630p	6p-630p		-T-----	:30	<del>(\$3,800.00)</del>	0.00	NM				
		See MG 36.2 [NA/Oversold]													
2		NKYC	10/24/12-10/24/12	Wed Prime B	9-10p		--W-----	:30	\$7,600.00	0.00	NM				
		Ⓜ MG for 13.1,36.1													
E 37	WKYC	10/23/12	10/23/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	-T-----	:30	1	\$2,300.00	P-5	0.00	NM	1	\$2,300.00
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$2,300.00		0.00						
E 38	WKYC	10/23/12	10/23/12	M-F 7-9a Today Today Show	CM	7a-9a	-T-----	:30	2	\$2,500.00	P-5	0.00	NM	2	\$5,000.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	2		\$2,500.00		0.00						
E 39	WKYC	10/24/12	10/24/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	--W----	:30	1	\$3,700.00	P-5	0.00	NM	1	\$3,700.00
CH 3 NWS AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$3,700.00		0.00						

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Advertiser: Republican National Committee  
 Product Desc: RNC  
 Estimate: 3418

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 40	WKYC	10/24/12	10/24/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	--W----	:30	1	\$1,000.00	P-5	0.00	NM	1	\$1,000.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$1,000.00		0.00						
E 41	WKYC	10/24/12	10/24/12	M-F 430a-5a 430a News	CM	430a-5a	--W----	:30	1	\$375.00	P-5	0.00	NM	1	\$375.00
CH 3 NEWS 430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$375.00		0.00						
E 42	WKYC	10/24/12	10/24/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	--W----	:30	1	\$1,200.00	P-5	0.00	NM	1	\$1,200.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$1,200.00		0.00						
E 43	WKYC	10/24/12	10/24/12	M-F 5-6p Dr. Phil	CM	5p-6p	--W----	:30	1	\$2,000.00	P-5	0.00	NM	1	\$2,000.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$2,000.00		0.00						
E 44	WKYC	10/24/12	10/24/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	--W----	:30	1	\$2,300.00	P-5	0.00	NM	1	\$2,300.00
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$2,300.00		0.00						
E 45	WKYC	10/24/12	10/24/12	M-F 7-9a Today Today Show	CM	7a-9a	--W----	:30	2	\$2,500.00	P-5	0.00	NM	2	\$5,000.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	2		\$2,500.00		0.00						
													Totals	51	\$131,775.00